Study Abstract

The Role of Education in The Development of Tourism Awareness
"A case Study in The Province of Fayoum"
Introduction

Tourism plays a significant role in the global economy and the growth of social and cultural heritage of peoples, in addition to its contribution in solving many problems, which made all nations seek to support and to develop tourism activities, taking into account that the development of domestic and foreign tourism is linked to the level and the degree of tourism awareness among citizens, in the sense that a high degree of the tourism awareness leads to an active movement of tourism development. Tourism awareness among members of the community will contribute largely to the development of tourism as one of the main sources of national income if this awareness is formed rationally depending on scientific approaches, and in a way that goes in accordance with the community welfare. Thus the basic means to develop tourism awareness is education and its institutions which plant and develop positive attitudes towards tourism as education is a process of growth, adaptation, and interaction with the environment.

Problem of the study

The development of tourism awareness includes all stages of education through various educational institutions (school or non-school) to create the educated citizen, who helps in the development of society. Since the university education represents the peak of the educational ladder, and is designed to provide students with the knowledge, information and directions, the problem of the study is to analyze the role of university education in the development of tourism awareness among students.

Thus the problem of the study can be formulated in a key question:

What is the role of university education in the development of tourism awareness among students? And to what extent do programs of university education contribute to the development of tourism in Fayoum governorate?
This key question leads to some sub-questions:

1. What is tourism awareness, and what are its objectives, and its dimensions, and what is the role of some of the educational institutions in its constitution?

2. What is the role of the higher education institutions in the development of tourism awareness among students?

3. What are the elements of tourist attractions in Fayoum governorate, and the most important problems of tourism and the solutions for them?

4. What is the current status of the role of university education in Fayoum in the development of tourism awareness among students?

5. What is the proposed perception to activate the role of Fayoum University in the development of tourism awareness among students in Fayoum governorate?

**Importance of the study and its objectives**

The importance of the study lies in citing the current status of the programs and activities of higher education institutions in Fayoum to develop tourism awareness among the students, and in the attempt to present a vision to enhance the development of tourism awareness among students for the benefit of learners and thus of the members of the community.

The study aims at the following:

- Identifying tourism awareness; its importance, objectives and theoretical approaches

- Identifying the most important programs and activities offered by higher education institutions in Fayoum governorate for the development of tourism awareness among students, and the extent of its ability to achieve it.

- Citing the elements of tourist attractions in Fayoum, and the obstacles that encounter tourism in the governorate.
- Presenting a proposal for the perception of activating the role of higher education institutions in the development of tourism awareness among students in Fayoum governorate.

**Methodology of the study**

The study utilizes the descriptive analytical method; an approach that tackles the current realities of the nature of a phenomenon or situation or set of events.

Thus the descriptive analytical method is the most appropriate approach for this study as it does not stop at mere description, but extends to the monitoring and analysis of all the literature, studies and data to get to know the status of the role of the university in the development of tourism awareness among students, and the development of the most important mechanisms and visions for activating this role. The study also uses the historical method to identify the start and the development of universities in Egypt.

The field part of the study is based on a questionnaire to determine the role of university education in the development of tourism awareness among students, and the most important obstacles to achieve this awareness, and is applied to the students of the University of Fayoum.

**Steps of the study**

The researcher tackles the current study from two sides:

**First:** The theoretical side, which includes:
- Theoretical justifications and educational and social requirements which highlight the importance of tourism awareness among students through the role of higher education institutions in the development of tourism awareness.

**- The study attempts to answer three questions:**

1. What is tourism awareness, and what are its objectives, and its dimensions, and what is the role of some of the educational institutions in its constitution?
2. What is the role of the higher education institutions in the development of tourism awareness among students?

3. What are the elements of tourist attractions in Fayoum governorate, and the most important problems of tourism and the solutions for them?

These questions, in their turn, lead to the following ones:

1. What is the current status of the role of university education in Fayoum in the development of tourism awareness among students?

2. What is the proposed perception to activate the role of Fayoum University in the development of tourism awareness among students in Fayoum governorate?

Second: The field of the study

The field part of the study is based on a questionnaire form designed by the researcher to determine the degree of tourism awareness among university students, and their attitudes towards the importance of tourism and its contribution to the national income. The questionnaire forms are distributed among senior students in Fayoum University. The collected forms are then processed statistically, and results are examined and explained.

The study was limited to the role of university education in Fayoum governorate in the development of tourism awareness among students within the limits of time and place.

- Special limit: (Fayoum Governorate)
- Topic limit: higher education institutions (applied to Fayoum University with its different faculties.)

Study Tool

The questionnaire; a tool of the descriptive method was designed by the researcher and used to determine the current status of tourism awareness among higher educational institutions students, and the role of the university in the development of this
awareness through academic courses, activities, and the contribution of the staff members and publicity in the university.

The aim of this questionnaire is to determine the current status of tourism awareness among students, in addition to citing the views about the obstacles to the achievement of the university students awareness of tourism, and the mechanisms of this development. The questionnaire was distributed among Fayoum University students of different faculties including scientific and theoretical ones:


Statistical methods of the study

The Questionnaire included questions with specific answers (highly agree, moderately agree, agree to a small degree, I do not agree). The responses were treated by using some of the methods of statistical analysis, appropriate for the nature of the study are as follows:

- The occurrences of the responses of the specimen members for each of the phrases in the questionnaire were calculated, and then they were converted to the corresponding grades. The researcher assumed the grades corresponding to each of the alternatives as follows: (I highly agree = 1, agree moderately = 2, agree to a low degree = 3, is OK = 4).

- Excel program is used to calculate the percentage of the sample for each Faculty in response to each question for the samples, and the same program is used to calculate the square (Ca 2) Chi.Square.

This total includes a total of four values for all the items on the questionnaire (Ca 2) to choose (I agree substantially), Luca 2 to choose (agree moderately), Ca 2 Select (agree to a small degree), Ca 2 to choose (not OK), and the test used Ca 2 in order to compare the observed frequency distribution and the experimental frequency distribution is expected to check if there
were statistically significant differences between the duplicates or responses observed in the sample variable sections and expected frequencies in the light of the imposition of zero ()

SPSS software was used for statistical processing, where the following statistical methods were used:

Alvakronbach equation to calculate the stability study tools applied field.

Method to calculate the retail midterm study tools in the field.

Test (Ca2) The significance of the differences between the different responses to the study sample.

**Results of the field study**

**The first frame:** tourism awareness among university students:

It is noted that the degree of tourism awareness among students in the faculties of Tourism and Hotels, Archaeology, Education, and Arts is higher when compared to degree of tourism awareness among students of the faculties of Science, Computers & Information, Medicine, and Early Childhood Education, which may be due to the nature of the study in the faculties of both groups.

**The second frame:** the role of the university in the development of tourism awareness which is performed through:

1. **Academic Courses**

We also note that the courses in the faculties of Tourism and Hotels, Archaeology, Education, and Arts contribute to the development of tourism awareness among their students, which may be due to the fact that some of these faculties specialize in this field, such as both the Faculties of Tourism and Hotels and of Archaeology, where the nature of study focus on tourism and history, or that some of them address the issue of tourism within
some courses, such as the Faculties of Education and Arts. On the other hand, the courses in the faculties of Science, Computers, Medicine and Early Childhood Education are limited to the scientific aspect and do not address any topics which can help develop tourism awareness.

2. Activities

There are faculties which pay great attention and effort to trips and activities for the development of tourism awareness among students at both the recreational and academic levels such as the faculties of Tourism and Hotels, Archaeology, which organize many trips to tourist areas and various archaeological sites with academic members to educate students about these places. The University also offers many training courses, conferences seminars and competitions that aim to develop tourism awareness among students. There are faculties which do not contribute to the development of tourism awareness through activities, but only through some leisure trips such as the faculties of Agriculture, Engineering, Social Service, Science, Computers & Information, and Early Childhood Education.

3. The Participation of Faculty Members in the Development of Tourism Awareness

Students of (Tourism, Archaeology, Education, Arts) agreed that academic members of these faculties participate in major tourist associations, and conferences on the local and international level. They did not agree on the participation of the faculty members in seminars and lectures held in the university and in the governorate to enhance tourism awareness. The students of the Faculties of (Science, Computers, Early Childhood Education, and Medicine) did not agree that the faculty members participate in conferences on the local and international level, and explained that these conferences are not tourism related.
4. Tourism Marketing and Advertising

The responses of students of all the faculties mentioned revealed a shortage, on the part of the university, in the effort aiming at the development of tourism awareness among students through advertising and marketing. The university does not provide advertisements and publicity for domestic tourism within the university, the website of the University does not offer information or guidance for the development of tourism awareness. The University does not provide periodicals to keep the students in contact with tourism events and news.

The Third frame: the obstacles to the development of the university students' awareness of tourism:

We note that there are priorities in the order of the obstacles, according to the relative weight of the students' responses which differed in the faculties of Tourism, Archaeology, Education, Arts, with higher degree of tourism awareness than that of the other faculties of Science, Computers, Early Childhood Education, and Medicine. The students of the first group found the university deficiency in the formation of committees for the development of tourism awareness spreading it through advertisements, magazines, pamphlets, films and tourist documentaries which can be used by the university libraries. The second group noted the lack of exposure to the subject of tourism, and its cultural, social and economic rewards through discussions and dialogues in lectures at the university level as a whole. Students of the second explained there is no specific programs in the university for the development of tourism awareness.

The Fourth frame: Mechanisms of Activating the Role of the University in the Development of Tourism Awareness among Students:

We note that there are priorities in the order of mechanisms according to the relative weight of the students' responses which differed in the faculties of Tourism,
Archaeology, Education, Arts, with higher degree of tourism awareness than that of the other faculties of Science, Computers, Early Childhood Education, and Medicine. The first group focused on the importance of organizing seminars, lectures by specialists for the development of tourism awareness, forming committees for the development of tourism awareness and encouraging the Youth Welfare offices to organize low-priced trips to tourist attractions. While still students of the second group explained that one of the most important mechanisms is to have coordination among the university faculties. The second group noted the lack of exposure to the subject of tourism, and its cultural, social and economic rewards through discussions and dialogues in lectures at the university level as a whole. Students of the second explained there is no specific programs in the university for the development of tourism awareness.

In the light of the theoretical and field analysis of the study and the revealed results, a plan can be presented to activate the role of the university in the development of tourism awareness among students.

**The following are the most important aspects of this proposed plan:**

A) the objectives of the proposed plan:

The activation of the role of the university in the development of tourism awareness among students can be performed through academic courses, activities, the participation of faculty members, and tourism marketing and because the university academic environment affect the lives of students both culturally and intellectually.

B) The steps for setting up the proposed plan:

1. Identify and analyzing the basic concepts of the study (the role of the development of tourism awareness - university education - Tourism).
2. Identify and analyzing the importance, objectives, needs and constraints of tourism awareness.

3. Identify and analyzing the obstacles that may prevent the university from performing its role in the development of tourism awareness.

4. Through the study specimen responses to the questionnaire, a proposed plan to activate its role in the development of tourism awareness among students is presented.

B) The mechanisms for implementing the proposed plan:

In this part of the study, the researcher indicates that the most important means to activate the role of the university in the development of tourism awareness are as follows:

1) The dimension of the university role in the development of tourism awareness among students:

This part of the plan can be implemented through the collaboration between the university, its students and faculty members through the development of courses, activities, and participation of the faculty members and the university media for the development of tourism awareness among students. This can be performed through the following:

1) The need to teach tourism within the curricula in the various stages of education, in a way that includes sufficient knowledge of tourism and its economic, social, and cultural importance to the Egyptian society. Famous and important tourist attractions, archaeological history, and civilization should be part of these curricula, in addition to educating students about communicating with tourists and their different cultures.

2) Paying attention to the activities and excursions because they are the most direct means to give vivid experience that contribute to achieving the desired objectives, in addition to the consequent connection between the students and the visited
tourist attractions, which can eventually leads to enhancing their tourism awareness.

3) Encouraging the participation of faculty members in the major tourist associations and conferences at both the local and the international levels, and in seminars and lectures held in the university and in the governorate.

4) The university has to make good use of the media to enhance the development of tourism awareness among students. There has to be a coordination between the university and tourism companies in the governorate to provide reasonably priced trips to the students. The university website should provide students with carefully prepared material to raise their tourism awareness. Pamphlets and periodicals should be issued to provide students with news and events of tourism.

2) The dimension of the constraints faced by the university in the development of tourism awareness:

The obstacles and constraints which hold back the university efforts have to be resolved.

3) The dimension of the mechanisms of activating the role of the university in the development of tourism awareness:

Defining the mechanisms that can be used to activate the role of the university in the development of the tourism awareness, which requires collaboration between the various departments, students, and faculties academic members.

Finally, we can state that the real solution to activate the role of the university in the development of tourism awareness lies in the students' will and self-motivation to take part in the community and not to stop at the stage of resentment. This has to be followed by the university sincere efforts to use its resources, whether human or physical to raise the level of tourism awareness among university students.